

**MITSUBISHI ELECTRIC EUROPE B.V. ESTABLISHES A POWER LINE
COMMUNICATIONS (PLC) ENGINEERING CENTRE IN MADRID TO
SUPPORT ITS EUROPEAN CUSTOMERS**

- Enhancing Engineering Support for Power Line Communications –

Madrid, 18th November, 2003 – Mitsubishi Electric Europe B.V. (President & CEO, Mr. Takashi Sasakawa, hereafter, Mitsubishi Electric Europe) announced the Establishment of their new organisation “Power Line Communications Engineering Centre” (hereafter PLC Engineering Centre), as part of its Public Utility Systems Project dedicated to promoting Power Line Communications in Europe.

The PLC Engineering Centre is strategically located within the framework of the Spanish Branch (President, Mr. Akira Tasaki), close to its primary customers, who are seen as the leaders in the PLC world and to its core technology partner DS2.

The new organisation is responsible for managing all of the key technical issues necessary in the primary stages of implementing PLC technology, such as presales engineering, education and training, field measurement campaigns and PLC network design. In addition, the customer will be accompanied throughout the subsequent stages of system integration, co-ordination and after sales second and third level support.

This new organisation is an addition to the local support and co-ordination already offered through centralised marketing in the UK, and a comprehensive network of Pan-European branches.

Mitsubishi Electric Europe aims to instil its customers with a high level of confidence in Power Line Communications technology by way of its strong brand, highly visible presence, the best system and the best team of people.

About Mitsubishi Electric Europe B.V.

Mitsubishi Electric Europe is a wholly owned subsidiary of Mitsubishi Electric Corporation, and has been active in Europe for three decades, with operations at over 30 locations in 12 European countries.

Business activities include:

- Mitsubishi Electric Europe B.V. manages regional sales and marketing through:
 - : 9 national sales branches, 1 auto branch and 1 heavy electric engineering & lifts branch (London)
 - : 1 representative office (Moscow)
 - : 1 European purchasing centre (London)
 - : **PLC Engineering Centre (Madrid) <NEW>**

Other activities of Mitsubishi Electric Corporation in Europe:

- 5 manufacturing sites in: Scotland (1), Netherlands (2), and Czech Republic (2)
- 2 European IT Development Centres in France (1) and the UK (1)
- Mitsubishi Electric Finance Europe

About Mitsubishi Electric Corporation

With over 80 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TSE: 6503) is a recognised world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company has operations in 35 countries and recorded consolidated sales of US\$ 30.3 billion in the year ended March 31, 2003.

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